SANJIVANI COLLEGE OF ENGINEERING, KOPARGAON

(An autonomous Institute affiliated to SPPU Pune)

Department of Information Technology

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Web Technology Laboratory

CIA Case Study

Topic- "Evaluation of Websites"

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Evaluation of Websites

Introduction

This case study analyzes five different websites from distinct domains: Educational, Healthcare, E-commerce, Agriculture, and Automobile. The objective is to study and compare these websites based on parameters such as website speed, theme alignment, navigation, images, content & data organization, color scheme, fonts, technologies/algorithms used, and overall usability.

The analysis helps understand how website design and technology impact user experience and effectiveness.

1. Educational Website

Website Selected: https://www.edx.org

Purpose of Website

To provide high-quality online courses, professional certifications, and degree programs from globally recognized universities and institutions.

Website Speed

• Fast loading on normal internet connections
• Slight delay due to interactive and video-based course content

Theme Alignment

• Academic and professional
• Focused on higher education and career advancement

Navigation

• Clearly structured menus
• Easy access to courses, programs, and partner universities

Images & Media

• Professional course banners
• High-quality video lectures by university professors

Content & Data Arrangement

• Courses organized by subject, level, and institution
• Clear information about syllabus, duration, and assessments

Colours

• White background with dark blue and grey accents

Fonts

• Clean and professional sans-serif fonts
• Optimized for academic readability

Technology / Algorithms Used

• Personalized course recommendation system
• Learning progress and assessment analytics

Developer

• edX (Founded by Harvard University and MIT)

Likes

• University-level academic content
• Globally recognized certificates and degrees

Dislikes

• Certificates are paid
• Some courses require strong academic background

Overall Evaluation

Very Good

2.Healthcare Website

Website Selected: https://www.practo.com

Purpose of Website: To provide online healthcare services such as doctor consultation, appointment booking, and digital medical records.

Website Speed: Fast on stable internet with slight delay during video consultations.

Theme Alignment: Patient-centric and service-oriented, focused on easy healthcare access.

Navigation: Simple and user-friendly with easy doctor search and appointment booking.

Images & Media: Doctor profile images with minimal graphics.

Content & Data Arrangement: Doctors arranged by specialization and location with clear fee and review details.

Colors: White background with blue and green accents for trust and calmness.

Fonts: Clean and readable sans-serif fonts.

Technology / Algorithms Used: Doctor recommendation system and appointment scheduling algorithms.

Developer: Practo Technologies Pvt. Ltd.

Likes: Easy booking and online consultation.

Dislikes: Some services are paid.

Overall Evaluation: Very Good.

3.E-commerce Website

Website Selected: https://www.flipkart.com

Purpose of Website: To provide an online platform for purchasing products such as electronics, fashion, home appliances, and groceries.

Website Speed: Fast loading on stable internet with minor delays due to images and promotional offers.

Theme Alignment: Consumer-focused and discount-oriented to attract buyers.

Navigation: Easy navigation with category menus, filters, and search options.

Images & Media: High-quality product images and promotional banners.

Content & Data Arrangement: Products arranged category-wise with clear pricing, offers, and customer reviews.

Colors: White background with blue and yellow accents.

Fonts: Simple and readable sans-serif fonts.

Technology / Algorithms Used: Product recommendation system, inventory management, and secure payment gateways.

Developer: Flipkart Internet Private Limited.

Likes: Frequent discounts and easy returns.

Dislikes: Too many promotional pop-ups.

Overall Evaluation: Very Good.

4.Agriculture Website

Website Selected: https://www.kisaanparivar.com

Purpose of Website: To support farmers by providing agricultural products, farming services, and information through an online platform.

Website Speed: Moderate speed with occasional delays on low internet connections.

Theme Alignment: Farmer-centric and information-focused.

Navigation: Simple layout with basic menus and easy access to services.

Images & Media: Limited images mainly related to farming tools and crops.

Content & Data Arrangement: Information and products arranged in a simple, easy-to-understand manner.

Colors: Green and white theme representing agriculture and growth.

Fonts: Simple and readable fonts suitable for all users.

Technology / Algorithms Used: Basic product listing system and informational content management.

Developer: Kisaan Parivar Pvt. Ltd.

Likes: Helpful for farmers and agriculture-related users.

Dislikes: Limited features and basic user interface.

Overall Evaluation: Good.

5.Automobile Website

Website Selected: https://www.hyundai.com/in

Purpose of Website: To showcase Hyundai vehicles, features, specifications, and provide booking and service-related information to customers.

Website Speed: Fast loading on stable internet with slight delay due to animations and high-quality images.

Theme Alignment: Modern and premium, focused on innovation and customer appeal.

Navigation: Smooth and well-structured menus with easy access to car models and services.

Images & Media: High-quality vehicle images and promotional videos.

Content & Data Arrangement: Vehicles organized model-wise with detailed specifications, pricing, and comparison options.

Colors: White and blue color scheme reflecting brand identity.

Fonts: Modern sans-serif fonts that enhance readability.

Technology / Algorithms Used: Vehicle comparison tools, booking systems, and interactive UI elements.

Developer: Hyundai Motor India Ltd.

Likes: Attractive design and detailed vehicle information.

Dislikes: Heavy graphics on slow internet connections.

Overall Evaluation: Very Good.

Comparative Table

Sr No	Website URL	Purpose	Things Liked	Things Disliked	Overall Evaluation
1	edx.org	Education	University-level courses	Paid certificates	Very Good
2	practo.com	Healthcare	Easy online consultation	Some services are paid	Very Good
3	flipkart.com	E-commerce	Discounts and easy returns	Promotional pop-ups	Very Good
4	kisaanparivar.com	Agriculture	Farmer-focused services	Limited features	Good
5	hyundai.com/in	Automobile	Modern design and car details	Heavy graphics on slow internet	Very Good

Conclusion

This comparative study of five websites from different domains shows that an effective website depends on clear purpose, easy navigation, good performance, and user-friendly design. Educational platforms focus on quality content and learning outcomes, healthcare websites prioritize accessibility and trust, e-commerce platforms emphasize speed and personalization, agriculture websites support usability and reach, while automobile websites highlight visual appeal and product details. Overall, well-designed websites improve user experience and effectively serve their intended audience.